

SEO & AIO FOR CHILDCARE CENTRES — A COMPLETE LOCAL SEARCH FRAMEWORK

This framework details every step in executing both Search Engine Optimisation (SEO) and Artificial Intelligence Optimisation (AIO) for a childcare centre. Together they ensure your centre is visible — and recommended — however a local parent searches, whether through Google or AI answer engines like ChatGPT, Google Gemini, or Perplexity. Review automation throughout is run through **HubSpot**.



“What to look for when choosing a childcare centre in [suburb]” · “CCS explained for [suburb] families” · “Transition-to-school readiness near [suburb]” · “Play-based vs structured learning — the research” · “Preparing your toddler for their first day” · “The benefits of early childhood education for 0–3s”.

5 • Technical SEO

A technical audit fixes anything preventing Google from crawling and indexing the site. Core Web Vitals (LCP, CLS) are ranking signals; LocalBusiness + ChildCare schema helps Google understand the business.

Technical Check	Requirement	Tool
Page Speed Score	85+ on mobile	PageSpeed Insights
SSL Certificate	HTTPS active on all pages	Search Console
Mobile Responsiveness	Tested on iOS and Android	Mobile-Friendly Test
XML Sitemap	Submitted to Search Console	Search Console
Schema Markup	LocalBusiness + ChildCare implemented	Rich Results Test
Core Web Vitals	LCP < 2.5s, CLS < 0.1	CrUX Dashboard

6 • Local Link Building, 7 • Review Strategy & 8 • Reporting

Authority is built through consistent NAP citations and genuine community signals. Reviews are both a ranking and a conversion signal. Monthly reporting tracks rankings, organic traffic, GBP insights and — most importantly — enquiry and tour-booking attribution from organic search.

CITATIONS & AUTHORITY

- ▶ StartingBlocks.gov.au (highest trust)
- ▶ ChildcareFinder.com.au; council directories
- ▶ True Local, Yellow Pages, Care.com.au
- ▶ Community signals: local parenting groups, suburb news features

REVIEW STRATEGY (HUBSPOT)

- ▶ Automated HubSpot review request at the 30-day milestone
- ▶ Second request at 90 days for non-responding families
- ▶ Staff briefed to invite Google reviews naturally
- ▶ Target: 60+ Google reviews at 4.8★+; respond to all

MONTHLY REPORTING

- ▶ Keyword positions (Search Console) — Page 1 for target terms
- ▶ Organic sessions & new users (GA4)
- ▶ GBP impressions, clicks, calls, directions
- ▶ Organic enquiry & tour-booking attribution; content freshening

PART 2 • ARTIFICIAL INTELLIGENCE OPTIMISATION (AIO)

AIO optimises your digital presence for AI answer engines — ChatGPT, Gemini, Perplexity, Copilot. When a parent asks “what are the best childcare centres in [suburb]?”, the answer is synthesised from public web content. AIO ensures your centre is the one that gets cited and recommended.

Key insight

AI engines don’t rank pages — they synthesise answers. Your centre must be clearly described, consistently represented, and authoritatively cited across the web to appear in AI-generated recommendations.

1–2 • Entity Optimisation & AI-Readable Content

AI models understand the world through entities — clearly defined places, organisations and services. Structure content so models cleanly extract your name, suburb, age groups (0–6), program types, hours, fees and philosophy. FAQ pages are especially powerful because they mirror conversational queries.

ENROLMENT FAQS

- ▶ What age groups does [Centre] cater for?
- ▶ What is the daily fee?
- ▶ How do I enrol my child?

PROGRAM FAQS

- ▶ Do you offer before/after school care?
- ▶ What educational philosophy do you follow?
- ▶ What does a typical day look like?

SUBSIDY FAQS

- ▶ Are you approved for CCS?
- ▶ How much does childcare cost in [suburb]?
- ▶ What qualifications do educators have?

3 • Schema Markup for AI Engines

Structured data helps Google and AI crawlers understand exactly what the business is and offers — dramatically increasing the chance of citation in AI answers.

Schema Type	Purpose	Key Fields
LocalBusiness + ChildCare	Core business identity	Name, address, phone, hours, geo
FAQPage	AI-readable Q&A	Questions parents ask AI engines
Review / AggregateRating	Social-proof signals	Star rating, review count, source
Service	Program descriptions	Each program offered
EducationalOrganization	Curriculum & philosophy	NQS rating, ACECQA accreditation

4–6 • Authority, Conversational Content & Google AI Overviews

AI models reference public content — directories, news, reviews, government databases. Build consistent, positive representation everywhere (StartingBlocks.gov.au is high-trust). Write plain-language content that answers conversational questions directly, and strengthen E-E-A-T to appear in Google AI Overviews.

E-E-A-T for Childcare

Author blog posts under the Director’s name and qualifications. Display the NQS rating prominently. Show ACECQA certification on every page. These trust signals influence both Google AI Overviews and organic rankings.

EXPERIENCE

- ▶ Case studies from enrolled families
- ▶ Staff stories and educator profiles
- ▶ Years of operation and history

EXPERTISE

- ▶ Director qualifications & credentials
- ▶ Evidence-based educational content
- ▶ NQS rating displayed prominently

AUTHORITY & TRUST

- ▶ ACECQA certification on all pages
- ▶ 60+ Google reviews at 4.8★+
- ▶ Accurate StartingBlocks.gov.au listing

7 • Monitoring AI Visibility

Like SEO tracks rankings, AIO monitors how your centre appears in AI answers — query the engines monthly with realistic parent questions and record whether you’re mentioned, how you’re described, and whether it’s accurate.

AI Platform	Monthly Test Query	Check For
ChatGPT	“What are the best childcare centres in [suburb]?”	Centre name, accurate description, CCS status
Google Gemini	“Recommend a play-based childcare centre in [suburb]”	Inclusion in AI Overview recommendations
Perplexity	“What childcare near [suburb] is approved for CCS?”	Directory citation and accurate listing
ChatGPT	“Tell me about [Centre Name] childcare”	Entity accuracy and completeness

8 • Integrated SEO + AIO Strategy

Treat SEO and AIO as two outputs of one content strategy. A centre that ranks Page 1 for “childcare [suburb]” and is prominently listed in authoritative directories is also the one most likely to be cited by ChatGPT and Gemini.

The compound effect

Every new review, published blog post, directory listing and piece of well-structured content contributes to a permanent, growing asset that generates enquiries continuously — unlike ad spend, which stops the moment the budget runs out.

An integrated SEO + AIO presence makes your centre visible and authoritative regardless of how — or where — a local parent searches. Combined with HubSpot-automated review generation, it builds a self-reinforcing organic engine that drives enrolment enquiries continuously.